

## Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 270944Z FEB 76

FM AMEMBASSY DAMASCUS

TO MR. RICHARD A. RILEY, PRESIDENT  
FIRESTONE TIRE AND RUBBER COMPANY  
1200 FIRESTONE PARKWAY, AKRON, OHIO  
TELEPHONE: 216/379-7000  
INFO SECSTATE WASHDC 6475  
USDOC WASHDC

UNCLAS DAMASCUS 1106

USDOC FOR DIBA/OIM/MCCOWEN

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: DAMASCUS INTERNATIONAL FAIR

FROM AMBASSADOR RICHARD W. MURPHY

DEAR MR. RILEY:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE  
IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL  
FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS,  
SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH  
23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING  
SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTLED  
NEARLY \$4 MILLION, WITH 2,330 REPORTED SALES LEADS AND  
12-MONTH EXPECTED SALES OF OVER \$18 MILLION. MORE  
THAN 1.7 MILLION VISITORS THRONGED THE US. PAVILION,  
TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN  
GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGY.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING  
THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974.  
US EXPORTS TO SYRIA IN 1975 TOTLED ABOUT \$127 MILLION,  
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MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976

EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE.  
THE ANNOUNCED 1976 SYRIAN BUDGET OF \$4.5 BILLION  
INCLUDES \$2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITURES;  
SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR  
DEVELOPMENTAL EXPENDITURES OF \$16.4 BILLION, MOSTLY  
IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS  
PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS  
PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR  
ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID  
PROGRAM IN SYRIA, WITH AGREEMENTS TOTALLING \$83 MILLION  
ALREADY SIGNED IN FY 1975 AND \$90 MILLION REQUESTED  
FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLIMENTATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST  
SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS  
TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE  
SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN  
PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES  
ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE  
UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED,  
AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION  
IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION  
DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY  
CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE  
FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC  
AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT  
OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR  
RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING  
FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING  
PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED  
AT 3X4 METER BOOTH RENTAL OF \$2,000 TO \$2,300 AND OUTDOOR  
SPACE AT \$15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A  
SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE  
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THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN  
SYRIA AND THE UNITED STATES.

SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.  
PELLETREAU

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**To:** RICHARD A RILEY  
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